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Director and Health Officer

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October 29, 2013

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

23 November 5, 2013

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER



BOARD OF SUPERVISORS

Gloria Molina
First District
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The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

APPROVAL TO EXECUTE AMENDMENT NUMBER 1 TO MASTER AGREEMENT WORK ORDER NUMBER PH-001416-W7 WITH PUBLIC HEALTH FOUNDATION ENTERPRISES, INC. TO EXTEND THE TERM EFFECTIVE FEBRUARY 1, 2014 THROUGH DECEMBER 31, 2014

SUBJECT

Request approval to execute an amendment to Master Agreement Work Order Number PH-001416-W7 with Public Health Foundation Enterprises, Inc. to continue the provision of nutrition, physical activity, and other specialized programmatic services that are of a professional, technical, and/or temporary nature that will contribute to Department of Public Health efforts to prevent childhood obesity among children under five years of age.

IT IS RECOMMENDED THAT THE BOARD:

1. Authorize and instruct the Director of the Department of Public Health (DPH), or his designee, to execute an amendment, substantially similar to Exhibit I, to Master Agreement Work Order (MAWO) Number PH-001416-W7 with Public Health Foundation Enterprises, Inc. (PHFE), to extend the term of the work order for 11 months effective February 1, 2014 through December 31, 2014, for a revised term of December 26, 2012 through December 31, 2014 and revised total maximum obligation of \$4,259,982, 100 percent offset by funding from the Los Angeles County Children and Families First – Proposition 10 Commission (First 5 LA) award for the Reducing Childhood Obesity in Los Angeles County project (Project).

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of Recommendation 1 will allow DPH to execute an amendment to MAWO PH-001416-W7 with PHFE to extend the provision of temporary personnel services to support the Project in its continuing efforts to prevent childhood obesity among children under five years of age. The

recommended action will support 22 temporary personnel, under the MAWO, to continue the provision of services to promote better nutrition and physical activity and other specialized programmatic service that are of a professional, technical, and of a temporary nature for the Project. The term extension is needed to meet the grant deliverables covered under the First 5 LA funding; without the extension the deliverables under this grant will be jeopardized. This work order will not be extended beyond December 31, 2014.

Implementation of Strategic Plan Goals

The recommended actions support Goal 3, Integrated Services Delivery, of the County's Strategic Plan.

FISCAL IMPACT/FINANCING

The total program cost for the MAWO is \$4,259,982, 100 percent offset by First 5 LA funds. There is no net County cost associated with this action.

Funding for this MAWO is included in DPH's fiscal year (FY) 2013-14 Adopted Budget, and will be included in future FYs, as necessary.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On July 31, 2012, your Board authorized acceptance and execution of a multi-year Agreement with First 5 LA to fund program services in the approximate amount of \$87,300,000. Of this amount, \$41,197,400 has been allocated to DPH to support the development and implementation of the Project.

The Project is a collaboration between the DPH Division of Chronic Disease and Injury Prevention and Maternal, Child, and Adolescent Health Programs to implement an intensive community-based public education and skills-building campaign to promote physical activity and healthy eating habits to one million children ages zero to five and their families.

The three major interventions of the Project are as follows: 1) an intensive community-based public education and skills-building campaign to increase the capacity of communities to promote healthy eating and activity living practices; 2) the expansion of several child care pilot projects including First 5 LA's Sesame Street Healthy Habits for Life, the Los Angeles Universal Preschool Project and a study to improve nutrition and physical activity policies and practices of Service Planning Area 6 child care providers; and 3) the provision of services to promote better nutrition and physical activity, and other specialized programmatic services and organizational support to postpartum women.

Exhibit I has been approved by County Counsel as to form.

CONTRACTING PROCESS

On July 31, 2012, your Board delegated authority to the Director of DPH, or his designee, to execute a MAWO for the provision of temporary personnel services for the Project effective date of execution through January 31, 2014, at a total maximum obligation not to exceed \$4,260,000, contingent upon the availability of First 5 LA grant funds.

On December 14, 2012, I notified your Board that I was exercising the delegated authority approved by your Board on July 31, 2012 to execute MAWO Number PH-001416-W7 with PHFE in the amount of \$2,513,480, for a term effective upon date of execution through January 31, 2014.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of the recommended action will allow DPH to continue its efforts to prevent childhood obesity among children in Los Angeles County under five years of age and their families.

Respectfully submitted,

A handwritten signature in blue ink that reads "Jonathan E. Fielding". The signature is written in a cursive, flowing style.

JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

JEF:srp:pem

Enclosures

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

Contract Number: PH-001416-W7-1

COUNTY OF LOS ANGELES / DEPARTMENT OF PUBLIC HEALTH

TEMPORARY PERSONNEL SERVICES
MASTER AGREEMENT WORK ORDER

Amendment Number 1

THIS AMENDMENT is made and entered into this _____ day
of _____, 2013,

by and between

COUNTY OF LOS ANGELES (hereafter
"County"),

and

PUBLIC HEALTH FOUNDATION
ENTERPRISES, INC. (hereafter
"Contractor").

WHEREAS, on November 1, 2010, the County of Los Angeles and Public Health Foundation Enterprises, Inc. (PHFE) entered into Master Agreement Number PH-001416 to provide temporary personnel services for the Department of Public Health.

WHEREAS, on December 1, 2011, the County of Los Angeles approved to update Master Agreement Number PH-001416 with County's Standard Language under Amendment Number 1.

WHEREAS, on December 26, 2012, the County of Los Angeles and PHFE, entered into Master Agreement Work Order (MAWO) Number PH-001416-W7 to provide temporary personnel services for the Department of Public Health, Division of Chronic Disease and Injury Prevention, Reducing Early Childhood Obesity in Los Angeles County Project (Project); and

WHEREAS, on October 29, 2013, the Director exercised delegated authority as provided in Master Agreement, Paragraph 8.0 Standard Terms and Conditions, to

execute Amendment No. 1 to PH-001416-W7 to extend the term of the Project through December 31, 2014; and

WHEREAS it is the intent of the parties hereto to amend the MAWO to make certain modifications to the MAWO; and

WHEREAS, Master Agreement provides that changes in accordance to Paragraph 8.1, Amendments may be made in the form of an Amendment which is formally approved and executed by the parties.

NOW, THEREFORE, the parties agree as follows:

1. This Amendment shall be effective upon Board Approval.
2. The MAWO PH-001416-W7 is hereby amended to replace Attachment B – Statement of Work-Goals and Objectives with Attachment B1 - Statement of Work-Goals and Objectives (December 26, 2012 through December 31, 2014).
3. The MAWO PH-001416-W7 is hereby amended to replace Attachment C – Line Item Budget Summary with Attachment C1 – Line Item Budget Summary (December 26, 2012 through December 31, 2014).
4. Attachments B1 and C1 are attached hereto hereby incorporated into MAWO PH-001416-W7 by reference.
5. The MAWO PH-001416-W7 is hereby amended to add subparagraph 1.4 in Paragraph 1.0 APPLICABLE DOCUMENTS as follows:
“1.4 Attachment D – Certification of No Conflict of Interest”
6. The MAWO PH-001416-W7 is hereby amended to add subparagraph 1.5 in Paragraph 1.0 APPLICABLE DOCUMENTS as follows:
“1.5 Attachment E – Certification of Employee Status”

7. The MAWO PH-001416-W7 is hereby amended to add subparagraph 1.6 in Paragraph 1.0 APPLICABLE DOCUMENTS, as follows:

“1.6 Attachment E1 - Certification of Employee Status”

8. Attachment E1 is attached hereto hereby incorporated into MAWO PH-001416-W7 by reference.

9. The MAWO PH-001416-W7 is hereby amended to delete Subparagraph 3.1 in Paragraph 3.0 TERM OF MASTER AGREEMENT WORK ORDER and replace as follows:

“3.1 The term of this MAWO shall commence on December 26, 2012 and continue in full force, and effect through December 31, 2014, unless sooner terminated or extended, in whole or in part, as provided in this MAWO.”

10. The MAWO PH-001416-W7 is hereby amended to delete Subparagraph 7.1 in Paragraph 7.0, MAXIMUM TOTAL COST AND PAYMENT and replace as follows:

“7.1 The maximum total cost that the County will pay the Contractor for all contract services to be provided under this work order shall not exceed Four Million, Two Hundred Fifty-Nine Thousand, Nine Hundred Eighty-Two Dollars (\$4,259,982), unless otherwise revised or amended under the terms of this work order and Master Agreement.”

11. Except for the changes set forth hereinabove, Master Agreement or MAWO shall not be changed in any respect by this Amendment.

WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles
has caused this Amendment to be subscribed by its Director of Public Health and
Contractor has caused this Amendment to be subscribed in its behalf by its duly
authorized officer, the day, month, and year first above written.

COUNTY OF LOS ANGELES

By _____
JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

PUBLIC HEALTH FOUNDATION
ENTERPRISES, INC. _____
Contractor

By _____
Signature

Printed Name

Title _____
(AFFIX CORPORATE SEAL)

APPROVED AS TO FORM
BY THE OFFICE OF THE COUNTY COUNSEL
JOHN F. KRATTLI
County Counsel

LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
STATEMENT OF WORK – GOALS AND OBJECTIVES
(December 26, 2012 – December 31, 2014)

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc. (PHFE)
MASTER AGREEMENT NUMBER: PH-001416
WORK ORDER SOLICITATION NUMBER: **MCAH003**

WORK ORDER NUMBER: W7-1

CONTRACTOR'S RESPONSIBILITY: Identify, recruit, and hire temporary personnel and perform ongoing human resource functions.			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
1 Contractor will recruit and hire 22 qualified temporary personnel staff (staff) to perform activities associated with the <i>Project</i> . Attachment I, SOW, provides a detailed description of temp personnel needed.	<ul style="list-style-type: none"> a. Submit a hiring plan for MCAH and CDIP staff. Submit to MCAH or CDIP for approval. b. Prepare job descriptions with MCAH and CDIP input and recruit qualified candidates via websites, postings, email, etc. (MCAH and CDIP to participate in interviews and provide final approval of candidates.) DPH to complete background checks. c. Hire staff and prepare personnel files. d. Staff report to contractor, MCAH and CDIP for new hire procedures and initial work orientation. Contractor ensures that new hire procedures are in accordance with County requirements and ensures that staff attends mandated County trainings. 	<p>January, 2013</p> <p>February, 2013</p> <p>Upon hire and ongoing through 12/31/14</p> <p>Upon hire and ongoing through 12/31/14</p>	<ul style="list-style-type: none"> a. Letter(s) of MCAH and CDIP approval and related material will be kept on file. b. Completed materials will be kept on file and results documented in monthly reports to MCAH and CDIP. c. Personnel files and timecard reports will be kept on file. d. Employee time records, new hire records and staff training records to be maintained on file with employer for review by MCAH and CDIP during audit and technical reviews.
1A Contractor will manage administrative functions and personnel procedures for staff associated with this work order.	<ul style="list-style-type: none"> a. Contractor will submit their personnel procedures to MCAH and CDIP. b. Contractor will provide training regarding supervisory procedures, timekeeping, evaluation, disciplinary action, probationary periods and other key components of supervising staff. c. Contractor will maintain and update employee files with all employment records and evaluations. d. Contractor will pay staff a minimum of twice a month and will provide a package of employee benefits including at a minimum, health and dental insurance coverage. e. Contractor will invoice MCAH and CDIP 30 days in 	<p>January, 2013</p> <p>Upon hire and ongoing through 12/31/14</p> <p>Upon hire and ongoing through 12/31/14</p> <p>Upon hire and ongoing through 12/31/14</p> <p>Ongoing through 12/31/14</p>	<ul style="list-style-type: none"> a. Letter(s) of MCAH and CDIP approval and related material will be kept on file. b. Contractor will maintain training records. c. Employee files will be maintained. d. A monthly report of payments will be submitted with detailed invoice on a monthly basis 30 days in arrears. e. Contractor invoices will be kept on file. Contractor will send hard copy and electronic PDF copy. f. Contractor responses will be maintained in e-records in PDF format by MCAH and CDIP.

LINE ITEM BUDGET
SUMMARY

ATTACHMENT C1

(December 26, 2012 -
December 31, 2014)

Contractor Name: **Public Health Foundation Enterprises**
 Project Title: **Early Childhood Obesity Prevention Initiative**
 Period of Performance: **December 26, 2012 - December 31, 2014**
 County Requesting Department: **Department of Public Health**
 County Project Director: **Judith Robb**
 County Work Order Director: **Paul Simon, M.D., M.P.H.**

BUDGET SUMMARY (Schedule of Projected Costs)	
COST CATEGORY	AMOUNT
Salaries	\$ 3,177,312
Employee Benefits	\$ 678,674
Travel	\$ 16,725
Supplies	\$ -
Consultant/Contractual	\$ -
Other	\$ -
Indirect Costs*	\$ 387,271
TOTAL COST TO MEET THE REQUIREMENTS OF THE WORK	\$ 4,259,982

* Indirect Cost must not exceed 10% of total direct costs

BUDGET JUSTIFICATION FOR SALARIES

ATTACHMENT C1

CONTRACTOR NAME: **Public Health Foundation Enterprises**
 Project Title: **Early Childhood Obesity Prevention Initiative**
 Period of Performance: **December 26, 2012 through December 31, 2014**
PERSONNEL SERVICES FORM (FULL TIME)

Title/Name (if position is vacant, indicate TBH and approx. date of hire)	Monthly Salary	FTE	# of Months	Proposed Cost
Project Director	8,129	1	24	195,096
Position Description: As detailed in Attachmenr B1, Statement of Work, Goals and Objectives				
Special Projects Coordinator	6,707	1	24	160,968
Position Description: As detailed in Attachmenr B1, Statement of Work, Goals and Objectives				
Chief of Operations	6,707	1	24	160,968
Position Description: As detailed in Attachmenr B1, Statement of Work, Goals and Objectives				
Senior Program Analyst	7,662	1	24	183,888
Position Description: As detailed in Attachmenr B1, Statement of Work, Goals and Objectives				
Food Industry Liaison	7,662	1	24	183,888
Position Description: As detailed in Attachmenr B1, Statement of Work, Goals and Objectives				
Program Analyst	6,523	4	24	626,208
Position Description: As detailed in Attachmenr B1, Statement of Work, Goals and Objectives				
Healthcare Liaison	6,523	1	24	156,552
Position Description: As detailed in Attachmenr B1, Statement of Work, Goals and Objectives				
Legal Policy Analyst	6,523	1	24	156,552
Position Description: As detailed in Attachmenr B1, Statement of Work, Goals and Objectives				
Communications Manager	6,523	1	24	156,552
Position Description: As detailed in Attachmenr B1, Statement of Work, Goals and Objectives				
Assistant Communications Manager	5,857	1	24	140,568
Position Description: As detailed in Attachmenr B1, Statement of Work, Goals and Objectives				
Graphic Artist	4,036	1	24	96,864
Position Description: As detailed in Attachmenr B1, Statement of Work, Goals and Objectives				
Research Analyst	4,726	1	24	113,424
Position Description:				

BUDGET JUSTIFICATION FOR SALARIES

ATTACHMENT C1

CONTRACTOR NAME: **Public Health Foundation Enterprises**
 Project Title: **Early Childhood Obesity Prevention Initiative**
 Period of Performance: **December 26, 2012 through December 31, 2014**
PERSONNEL SERVICES FORM (FULL TIME)

Title/Name (if position is vacant, indicate TBH and approx. date of hire)	Monthly Salary	FTE	# of Months	Proposed Cost
As detailed in Attachment B1, Statement of Work, Goals and Objectives				
Office Manager	4,292	1	24	103,008
Position Description: As detailed in Attachment B1, Statement of Work, Goals and Objectives				
Fiscal Analyst	4,532	2	24	217,536
Position Description: As detailed in Attachment B1, Statement of Work, Goals and Objectives				
Nutrition Educator	4,656	1	24	111,744
Position Description: As detailed in Attachment B1, Statement of Work, Goals and Objectives				
Physical Activity Educator	4,656	1	24	111,744
Position Description: As detailed in Attachment B1, Statement of Work, Goals and Objectives				
Wellness Educator	4,656	1	24	111,744
Position Description: As detailed in Attachment B1, Statement of Work, Goals and Objectives				
Implementation Scientist	7,917	1	24	190,008
Position Description: As detailed in Attachment B1, Statement of Work, Goals and Objectives				

Salary Subtotal

Employee Benefits (enter percentage)

21.36%

(enter percentage)

Total Personnel Costs - Full Time

\$	3,177,312
\$	678,674
\$	3,855,986

BUDGET JUSTIFICATION FOR EMPLOYEE BENEFITS

ATTACHMENT C1

Contractor Name:

Public Health Foundation Enterprises

Project Title:

Childhood Obesity Prevention Initiative

Period of Performance:

December 26, 2012 - December 31, 2014**PERSONNEL SERVICES****BUDGET CATEGORY - EMPLOYEE BENEFITS**

COMPONENT	PERCENTAGE
F.I.C.A.	7.65%
Health Insurance	6.07%
Unemployment Insurance	0.24%
Disability Insurance	0.07%
Life Insurance	0.01%
Workers Compensation	3.00%
Pension/Retirement	4.29%
Other (itemize): Employee Assistance Program	0.03%
TOTAL*	21.36%

If your agency has multiple rates, include a separate page for each rate and an explanation as to when each rate is used. At a minimum, the benefits package must include FICA, Health Insurance (basic health and dental must be 100% covered by the Contractor/Employer), Unemployment Insurance, Disability Insurance, and Worker's Compensation.

BUDGET JUSTIFICATION FOR TRAVEL

ATTACHMENT C1

Contractor Name: **Public Health Foundation Enterprises**
 Project Title: **Early Childhood Obesity Prevention Initiative**
 Period of Performance: **December 26, 2012 - December 31, 2014**

BUDGET CATEGORY- TRAVEL		(A) Proposed Cost
Item: Methodology Used:		
Mileage	19 Staff at 28 miles per month at County's reimbursement rate of 0.53 cent per mile	\$ 6,767
Parking:	For 19 staff	\$ 958
		\$ 7,725
Travel Methodology Used:		
Out of town travel	Funds required for 19 staff to attend mandatory meetings, conferences, and trainings to support all program objectives.	
		\$ 9,000
Total Travel Requested		\$ 16,725

**LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
STATEMENT OF WORK – GOALS AND OBJECTIVES
(December 26, 2012 – December 31, 2014)**

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc. (PHFE)

MASTER AGREEMENT NUMBER: PH-001416

WORK ORDER NUMBER: W7-1

WORK ORDER SOLICITATION NUMBER: **MCAH003**

CONTRACTOR'S RESPONSIBILITY: Identify, recruit, and hire temporary personnel and perform ongoing human resource functions.			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	<p>arrears for costs incurred related to the Work Order.</p> <p>f. Contractor will comply with the annual requirements of the MCAH and CDIP administrative review.</p> <p>g. Contractor will submit a cost report no later than 30 days after the end of each budget period.</p> <p>h. Contractor will provide a six-month probationary format for MCAH and CDIP supervisory personnel (SP) to use in order to consider continued suitability</p>	<p>Ongoing through 12/31/14</p> <p>Ongoing</p> <p>Within three (3) days of award and ongoing</p>	<p>g. DPH Financial Services Division (FSD) will maintain record of cost report and respond to cost report.</p> <p>h. Contractor will maintain an employee file with all employment records and evaluations</p>
1B To implement an intensive community-based public education and skills-building project to promote physical activity and healthy eating habits to one million children ages 0 to 5 and their families.	a. Assist DPH staff in collecting data needed for the Project, including fiscal and administrative data, expenditures, hiring, number of FTEs, hours worked, and recruitment progress.	Ongoing through 12/31/14	a. Copies of programmatic, administrative and fiscal reports, evaluation and documentation will be kept on file.

**LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
STATEMENT OF WORK – GOALS AND OBJECTIVES
(December 26, 2012 – December 31, 2014)**

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc. (PHFE)
MASTER AGREEMENT NUMBER: PH-001416
WORK ORDER SOLICITATION NUMBER: **MCAH003**

WORK ORDER NUMBER: W7-1

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>2. Project Director (1.0 FTE)</p> <p>The Project Director will be responsible for ensuring all activities related to the community settings initiative of the Project are implemented to achieve the overarching objectives. This position provides programmatic, fiscal and contractual oversight of the \$41 million dollar First 5 LA grant, including providing vision, technical assistance, and service standards to complete the scope of work.</p>	<p>a. Supervise staff including orientation, training, development, evaluation, reviewing work for thoroughness, and soundness of recommendations, and maintaining compliance with applicable standards, policies, procedures, and regulations;</p> <p>b. Oversee and monitor all subcontracts and consultant activities, including reviewing and approving activity reports and invoices;</p> <p>c. Direct the establishment and maintenance of a Steering Committee of key thought leaders to advise the Project;</p> <p>d. Supervise communications with the media and other organizations;</p> <p>e. Ensure all programmatic and fiscal reporting documentation required by the County and First 5 LA is completed and submitted; and</p> <p>f. Represent the Project at local, state, and national meetings to share best practices and offer local insight to improve initiative outcomes.</p>	<p>Upon hire and ongoing through 12/31/14</p>	<p>Documented on monthly statement of activities, interim progress reports, and performance evaluations.</p>
<p>3. Special Projects Coordinator (1.0 FTE)</p> <p>The Special Projects Coordinator will be responsible for assisting the Project Director by providing oversight and direction related to special projects under the community settings initiative.</p>	<p>a. Assist the Project Director substantially and effectively by providing oversight and direction related to special projects that support the community settings objectives, including areas of community involvement, outreach efforts, and grant management;</p> <p>b. Interact with community agencies, county, and SPA staff in the representation and development of strategic goals;</p>	<p>Upon hire and ongoing through 12/31/14</p>	<p>Documented on monthly statement of activities, interim progress reports, and performance evaluations.</p>

**LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
STATEMENT OF WORK – GOALS AND OBJECTIVES
(December 26, 2012 – December 31, 2014)**

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc. (PHFE)
MASTER AGREEMENT NUMBER: PH-001416
WORK ORDER SOLICITATION NUMBER: **MCAH003**

WORK ORDER NUMBER: W7-1

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	<ul style="list-style-type: none"> c. Contribute to the preparation of reports, briefings, presentations, and responses on strategic issues, as appropriate; d. Participate with the Project Director and other senior staff in strategic planning, program development, and problem resolution of complex issues and needs; e. Attend high-level agency meetings, and attend and preside over other meetings as assigned by the Project Director; f. Collaborate, coordinate, and communicate with key programs within the CDIP and other units in DPH; and g. Other duties as assigned by Project Director. 		
<p>4 Chief of Operations (1.0 FTE)</p> <p>The Chief of Operations will be responsible for planning, coordinating, and implementing the Project's community settings initiative's financial and fiscal requirements to ensure compliance with applicable rules and regulations in accordance with CDIP and County protocols, and all appropriate regulatory agencies.</p>	<ul style="list-style-type: none"> a. Support the Senior Program Analyst in managing the daily operation and administration of the project, including fiscal and contractual oversight; b. Oversee and participate in the negotiation of provider contracts including scopes of work and budgets; c. Direct the ongoing monitoring and yearly auditing of contracts to ensure contractors have required policies and procedures in place and are in compliance with the contractual goals; d. Oversee budgets and budget modifications, ensure that expenditures are tracked and invoices are paid, and liaise with the CDIP and DPH Finance units; 	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.

**LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
STATEMENT OF WORK – GOALS AND OBJECTIVES
(December 26, 2012 – December 31, 2014)**

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc. (PHFE)
 MASTER AGREEMENT NUMBER: PH-001416
 WORK ORDER SOLICITATION NUMBER: **MCAH003**

WORK ORDER NUMBER: W7-1

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	e. Develop guidelines, standards, and procedures for the evaluation of contracts and for fiscal and administrative processes within the initiative; f. Supervise Fiscal Analysts in their orientation, training, development, and evaluation; g. Review work for thoroughness, soundness of recommendations, and compliance with applicable standards, policies, procedures and regulations; and h. Prepare and submit monthly and quarterly reports to First 5 LA (programmatic and fiscal), collect contractor data, prepare data spreadsheets, and summarize progress to date.		
5. Senior Program Analyst (1.0 FTE) The Senior Program Analyst will be responsible for supervising five staff, assisting in daily operations and administration of the Project community settings initiative, and managing the programmatic activities of the community settings initiative, including oversight of consultants and contractors as well as communication of updates and project findings to key stakeholders.	a. Guide the nutrition and physical activity community education and outreach activities among the Project funded partners; b. Oversee the implementation of partners' scopes of work, and progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.); c. Work with key programs within the division of CDIP and other units in DPH to leverage and build upon existing efforts; d. Plan and convene key workshops, coalitions, and partnerships including the Project Steering Committee; and e. Direct the preparation and submission of reports for First 5 LA.	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.

**LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
STATEMENT OF WORK – GOALS AND OBJECTIVES
(December 26, 2012 – December 31, 2014)**

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc. (PHFE)
MASTER AGREEMENT NUMBER: PH-001416
WORK ORDER SOLICITATION NUMBER: **MCAH003**

WORK ORDER NUMBER: W7-1

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>6. Food Industry Liaison (1.0 FTE)</p> <p>The Food Industry Liaison will work with staff to manage food marketing and health eating campaign among restaurants and affiliated associations to reduce exposure to negative food marketing and increase access to health foods.</p>	<p>a. Develop and manage a voluntary county-wide public recognition program for restaurants and support the First 5 community settings objectives dealing with restaurants and marketing to children;</p> <p>b. Develop relationships with restaurants and affiliated associations to encourage participation in the program;</p> <p>c. Provide technical assistance and training to restaurants and affiliated associations; and</p> <p>d. Assist in communicating findings from a commissioned report to policymakers, government officials, and community organizations.</p>	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.
<p>7. Program Analyst (4.0 FTE)</p> <p>The Program Analysts will be responsible for assisting in the management of various Project community settings initiative activities, including completing monthly reports, reaching project milestones and working with key programs within the CDIP and other units in DPH.</p>	<p>a. Help to guide the nutrition and physical activity community education and outreach activities among Project funded partners;</p> <p>b. Work with partners to develop and implement scopes of work, and ensure progress toward project goals (including dissemination of toolkits, conducting parent trainings, enrollment of grocery stores and restaurants, etc.);</p> <p>c. Coordinate and facilitate collaborative efforts among public, private, and non-profit groups and organizations to meet the needs of the Project;</p> <p>d. Assist staff in convening key workshops, coalitions and partnerships including the Steering Committee;</p> <p>e. Assess data needs and provide local health data to First 5 LA funded partners;</p> <p>f. Develop resources and provided technical assistance to enhance collaboration with partners;</p> <p>g. Work with partners to identify technical assistance</p>	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.

**LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
STATEMENT OF WORK – GOALS AND OBJECTIVES
(December 26, 2012 – December 31, 2014)**

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc. (PHFE)

MASTER AGREEMENT NUMBER: PH-001416

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WORK ORDER SOLICITATION NUMBER: **MCAH003**

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	h. needs and ensure that needs are met; and Conduct other duties as assigned by Project Director and Senior Program Analyst.		
8. Healthcare Liaison (1.0 FTE) The Healthcare Liaison will be responsible for assisting in the development and implementation of healthcare provider childhood obesity case management (HPCOCM) under the community settings initiative. This person will report to the Director.	a. Assist with the development, implementation, and monitoring of the HPCOCM's progress, including deliverables such as clinic policies, goals, and objectives; b. Assist with the coordination, planning, and development of budgets for the program; assists with the monitoring of established budgets for the program; c. Monitor and evaluate programmatic activities such as program service delivery and day-to-day operation of the HPCOCM efforts; d. Assist in formulating and presenting recommendations to implement and manage clinic initiatives sponsored by CDIP or its partners; e. Work with health care providers to develop and/or implement standard protocols for assessing and tracking body mass index (BMI) in children from birth through age five; f. Provide resources, training, and tools to help health care professionals to improve nutrition, promote physical activity, and reduce screen time at routine office visits; g. Represent CDIP at community meetings and educate community stakeholders, collaborators, and health professionals about the HPCOCM strategies;	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.

**LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH
STATEMENT OF WORK – GOALS AND OBJECTIVES
(December 26, 2012 – December 31, 2014)**

CONTRACTOR NAME: Public Health Foundation Enterprises, Inc. (PHFE)
MASTER AGREEMENT NUMBER: PH-001416
WORK ORDER SOLICITATION NUMBER: **MCAH003**

WORK ORDER NUMBER: W7-1

Temporary Positions			
Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	<ul style="list-style-type: none"> h. Assist DPH/CDIP staff in collecting data needed for DPH and First 5 LA, including quarterly fiscal, administrative, and evaluation data, as needed; and i. Respond accordingly and timely to any periodic changes to the scopes of work for the Projects and for the position, as needed. 		
<p>9. Legal Policy Analyst (1.0 FTE)</p> <p>The Legal Policy Analyst will be responsible for providing guidance and implementation of efforts to decrease the promotion and marketing of unhealthy foods and beverages to children ages 0 to 5.</p>	<ul style="list-style-type: none"> a. Work with contractor to identify legal and policy strategies to reduce marketing of unhealthy foods and beverages; b. Direct the development of a commissioned report on these strategies and outreach plan to policymakers, government officials, and community organizations; c. Oversee efforts of funded partners working to adopt food policies in cities that increase access to healthy food and beverage options; and d. Provide guidance on development, implementation, administration, and evaluation of a voluntary public recognition program to encourage restaurants to adopt and promote healthful menu items. 	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.
<p>10. Communications Manager (1.0 FTE)</p> <p>The Communications Manager will be responsible for implementing the Project's community settings initiative's communications plan that involves written, spoken and electronic messaging for obesity prevention efforts of the CDIP and DPH.</p>	<ul style="list-style-type: none"> a. Develop and implement a strategic communications plan that includes written, spoken, and electronic messaging; b. Collaborate with First 5 LA, Los Angeles County, and subcontracted agencies to develop, implement, and maintain a culturally-appropriate media campaign for Los Angeles County; c. Work closely with internal County departments to respond to requests for information from the media regarding the Project; 	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.

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Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	<ul style="list-style-type: none"> d. Direct the dissemination of messages through traditional and non-traditional media channels, prepare and distribute media releases, and contribute content to the Choose Health LA website and coordinating social media outlets (Facebook, Twitter, YouTube, etc.); e. Assemble, coordinate, and produce publications/marketing materials for internal and external audiences; f. Arrange lectures and public speaking engagements; g. Prepare regular reports on the progress of the communications plan for First 5 LA and other partners; and h. Supervise the Assistant Communications Manager and Graphic Artist, as well as direct work of communications-related contractors. 		
<p>11. Assistant Communications Manager (1.0 FTE)</p> <p>The Assistant Communications Manager will be responsible for supporting the Communications Manager in the implementation of the Project's community settings initiative's communications plan involving written, spoken and electronic messaging for obesity prevention efforts of the CDIP and DPH, including development of presentations to increase awareness of the Division's obesity prevention efforts.</p>	<ul style="list-style-type: none"> a. Work closely with internal County departments to respond to requests for information from the media regarding the Project; b. Collaborate with First 5 LA, Los Angeles County, and subcontracted agencies to develop, implement, and maintain a culturally-appropriate media campaign for Los Angeles County; c. Arrange lectures, presentations, and public appearances to increase awareness and to promote goodwill of the Project; d. Confer with Program Analysts to identify trends and key group interests and concerns affecting the 0-5 target population; e. Disseminate key project messages through 	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.

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Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
	traditional and social media channels; f. Assemble and coordinate production of publications/marketing materials for internal and external audiences, including e-newsletters and general announcements; g. Provide technical assistance on media and communications efforts to Project staff; h. Assist in preparing reports for First 5 LA and other partners; i. Prepare and communicate updates and project findings to key stakeholders; and j. Analyze the effectiveness of all marketing efforts.		
12. Graphic Artist (1.0 FTE) The Graphic Artist will be responsible for the creation of the First 5 community settings initiatives printed and online visual design, including advertising, marketing, and communications and. The Graphic Artist will have basic knowledge of video editing tools, and will be well-versed in social media and web-based communications.	a. Provide creative support in integrating brand guidelines of the obesity prevention efforts of CDIP; b. Assist in the production of internal and external publications as well as website and online efforts; and c. Provide graphic support for the Project including e-newsletters, brochures, research briefs, visual presentations and multimedia projects.	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.
13. Research Analyst (1.0 FTE) The Research Analyst will be responsible for supporting the evaluation and research activities under the Project's community setting initiative, including the development of qualitative and quantitative instruments, conducting data collection, analysis, and logic modeling	a. Assist the evaluation team on the development and implementation of relevant study designs and projects, and support data collection efforts or activities for the Project; b. Perform research and evaluation duties, including but not limited to data entry, cleaning, management and analysis; c. Provide support to evaluation studies of chronic disease, nutrition, and health conditions related to 0-5;	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.

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activities and selecting achievable process and outcome measures.	<ul style="list-style-type: none"> d. Perform the management and tabulation of large datasets from MS Access databases for use in Statistical Analysis System (SAS) and ArcView Geographic Information System (GIS); e. Help maintain inventory of computer equipment and software licenses; f. Provide support to preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original research and evaluation findings; g. Contribute to grant development and project design in terms of literature search, data collection and assist on power calculations, editing, tabulation, and data analysis; h. Represent the CDIP at clinical meetings and educate community stakeholders, collaborators, and health professionals about epidemiologic trends and research/evaluation resources related to First 5 LA subject matters; and i. Support efforts to gain visibility, leverage additional funding, replicate successful models, and support sustainability. 		
<p>14. Office Manager (1.0 FTE)</p> <p>The Office Manager will be responsible for providing secretarial support to the Project Director and supporting the administrative needs under the Project's community settings initiative. This position will be responsible for day-to-day.</p>	<ul style="list-style-type: none"> a. Perform general administrative duties such as scheduling and supporting events, preparing travel and mileage claims, and purchasing requests; b. Assist with data collections, management and entry of surveys; c. Assist with preparation of materials, reports and/or presentations; d. Develop communications and disseminates information to community partners through a variety of communication channels. Activities may include developing web-based communications, email updates and assisting in teleconference and in-person meetings; 	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.

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	<ul style="list-style-type: none"> e. Maintain important records demonstrate interpersonal communication, planning and organizational skills; f. Streamline procedures and create effective administrative systems; and g. Manage multiple project demands and deadlines. 		
<p>15. Fiscal Analyst (2.0 FTE)</p> <p>The Fiscal Analysts will provide a full range of administrative and fiscal support and independently analyze and make recommendations for the solution of highly complex management problems in the areas of organization, systems and procedures, and budget. These positions analyze and make recommendations to troubleshoot a variety of operational and administrative problems related to contractor invoicing and purchasing processes, especially protocols with significant consequences in terms of cost and efficiency</p>	<ul style="list-style-type: none"> a. Assist in developing guidelines, standards and procedures for the evaluation of the Project community setting's contracts and for fiscal and administrative processes for initiative; b. Participate in ongoing contract monitoring of all contracts and ensures that contractors are in compliance with contractual goals; c. Support yearly auditing of contracts to ensure that contractors have required policies and procedures in place; d. Assist in reviewing budgets and budget modifications, ensures that expenditures are tracked and invoices are paid, and maintains communications with CDIP and DPH Finance Units; and e. Help to prepares monthly and quarterly reports to funding agency (programmatic and fiscal); collects contractor data and prepares data spreadsheets; and summarizes progress to date. 	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.
<p>16. Nutrition Educator (1.0 FTE)</p> <p>The Nutrition Educator will be responsible for assisting in the development of the nutrition component under the Project's postpartum women and children initiative. This position works with staff to analyze and make recommendations on protocols for</p>	<ul style="list-style-type: none"> a. Review, interpret, and synthesize the literature on postpartum nutrition and model nutrition programs; b. Integrate nutrition recommendations, tools, and resources into client and training materials tailored to postpartum women and newborns; c. Revise education materials based on focus group testing and piloting by the training group of the curriculum development/wellness unit; d. Provide support for initial trainings on the 	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.

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Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
nutrition education among postpartum women, develop the nutrition section of a postpartum weight management toolkit, and coordinate activities with those of the other components of the Project.	postpartum toolkit and recommendations for improving nutrition trainings; e. Work with social marketing contractor to develop nutrition tweets, messages, and applications; f. Lead a blog on nutrition for postpartum women; g. Develop a clearinghouse of nutrition materials to include nutrition resources, tools, and materials developed for client education and trainings compiled throughout the project; h. Develop culturally and linguistically appropriate nutrition education and client assessment materials for postpartum women; the nutrition sections of the postpartum weight management curriculum; and nutrition messages for social media tools; i. Identify community-based nutrition programs throughout Los Angeles County; j. Develop a breastfeeding component: research and select community resources on breastfeeding and breastfeeding support throughout Los Angeles County; identify online resources and educational materials; k. Provide nutrition and breastfeeding support in the community; and l. Develop best practice recommendations for postpartum weight management that includes recommendations for the special needs of women who are breastfeeding, who have had a cesarean or complicated vaginal delivery.		
17. Physical Activity Educator (1.0 FTE) The Physical Activity Educator will be responsible for assisting in the development of the physical activity component under the Project's postpartum women and children initiative. This position works with staff to analyze and make recommendations	a. Develop culturally and linguistically appropriate physical activity education and client assessment materials for postpartum women, the physical activity sections of the postpartum weight management curriculum, and physical activity messages for social media tools; b. Work with social marketing contractor to develop nutrition tweets, messages, and applications; c. Lead a blog on physical activity for postpartum	Upon hire and ongoing through 12/31/14	Documented on monthly statement of activities, interim progress reports, and performance evaluations.

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Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
on protocols for physical activity education among postpartum women, develop the physical activity section of a postpartum weight management toolkit, and coordinate activities with those of the other components of the Project. .	<p>women;</p> <p>d. Revise physical activity education materials based on focus group testing and piloting by the training group of the curriculum development/wellness unit;</p> <p>e. Research, identify, and summarize recommendations and model programs that reinforce physical activity during the postpartum period;</p> <p>f. Provide support for initial trainings on the postpartum toolkit and recommendations for improving physical activity trainings;</p> <p>g. Make recommendations to management on various models that reinforce physical activity during the postpartum period;</p> <p>h. Identify community-based physical activity programs throughout Los Angeles County;</p> <p>i. Provide physical activity support in the community; and</p> <p>j. Develop best practice recommendations for postpartum weight management that include recommendations for the special needs of women who are breastfeeding, who have had a cesarean, or complicated vaginal delivery.</p>		

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Objectives	Activities	Timeline (Activity Completed By)	Documentation/ Evaluation
<p>18. Wellness Educator (1.0 FTE)</p> <p>The Wellness Educator will be responsible for developing the wellness component under the Project's postpartum women and children initiative. This position works with staff to analyze and make recommendations on protocols for stress management and motivation education among postpartum women, develop the stress management and motivation section of a postpartum weight management toolkit, and coordinate activities with those of the other components of the project.</p>	<p>a. Review, interpret, and synthesize the literature on stress management and motivation and model programs for stress management and motivation;</p> <p>b. Develop culturally and linguistically appropriate client education and assessment materials on stress management and motivation, the wellness sections of the postpartum weight management toolkit;</p> <p>c. Revise wellness education materials based on focus testing and piloting;</p> <p>d. Develop a stress management protocol that includes techniques for reducing the stress response to social determinants of health that an individual cannot change;</p> <p>e. Provide support for initial trainings on the postpartum toolkit and recommendations for improving physical activity trainings;</p> <p>f. Work with social marketing contractor to develop wellness tweets, messages, and applications;</p> <p>g. Lead a blog on stress management and motivation for postpartum women;</p> <p>h. Provide stress management and motivation support in the community;</p> <p>i. Develop a clearinghouse of stress management and motivation materials to include resources, tools, and materials developed for client education and trainings compiled throughout the project; and</p> <p>j. Develop best practice recommendations for postpartum weight management that include recommendations on stress management.</p>	<p>Upon hire and ongoing through 12/31/14</p>	<p>Documented on monthly statement of activities, interim progress reports, and performance evaluations.</p>
<p>19 Implementation Scientist, (1.0 FTE)</p> <p>The Implementation Scientist will be responsible for planning, designing, conducting, and leading original research and evaluation related to the Project's community setting initiative, including cost analysis, prevention</p>	<p>a. Train and supervise technical (e.g., master- and/or doctoral-level staff) as well as program personnel in the use of advanced research and evaluation methods to evaluate the reach and impact of the Project;</p> <p>b. Function as the chief science officer for other CDIP programs related to research and evaluation of child obesity prevention programs;</p>	<p>Upon hire and ongoing through 12/31/14</p>	<p>Documented on monthly statement of activities, interim progress reports, and performance evaluations.</p>

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effectiveness analysis and modeling, health forecasting, and quasi-experiments. This position also supervises junior staff members in the CDIP evaluation unit, including activities related to team performance and quality assurance/quality improvement.	<ul style="list-style-type: none"> c. Supervise evaluation designs and data analyses to test research and/or evaluation hypotheses and the effects of the Project on population health; d. Apply advanced analysis techniques that may include those for assessing differences between comparisons groups, stratified random sampling methods, various types of cost analyses or return on investment estimations, and multivariate regression modeling for the purposes of health forecasting and health impact simulations; and e. Plan, oversee, and evaluate the program-wide preparation of scientific manuscripts, conference abstracts, and web-based reports documenting original research and evaluation. 		

**TEMPORARY PERSONNEL SERVICES
MASTER AGREEMENT WORK ORDER**

CERTIFICATION OF EMPLOYEE STATUS

(Note: This certification is to be executed and returned to County with Contractor's executed Work Order. Work cannot begin on the Work Order until County receives this executed document.)

CONTRACTOR NAME **Public Health Foundation Enterprises, Inc. (PHFE)**
Work Order No. **W7** County Master Agreement No. **PH-001416**

I CERTIFY THAT: (1) I am an Authorized Official of Contractor; (2) the individual(s) named below is(are) this organization's employee(s); (3) applicable state and federal income tax, FICA, unemployment insurance premiums, and workers' compensation insurance premiums, in the correct amounts required by state and federal law, will be withheld as appropriate, and paid by Contractor for the individual(s) named below for the entire time period covered by the attached Work Order.

EMPLOYEES

1. Anketell, Romesh, Program Analyst
2. Bogert, Suzanne, Project Director
3. Casil, Janice, Research Analyst

I declare under penalty of perjury that the foregoing is true and correct.



Signature of Authorized Official

Nancy Kindelan

Printed Name of Authorized Official

Chief Executive Officer

Title of Authorized Official

8.28.13

Date

*This form will be
completed and signed
once staff have
been identified*

Work Order No. W7
County Master Agreement No. PH-001416
Temporary Personnel Services
Attachment E: Attachment of Additional Employees

Early Childhood Obesity #2478

Position

Chief of Operations
Special Projects Coordinator
Food Industry Liaison
Program Analyst
Wellness Educator
Fiscal Analyst
Program Analyst
Office Manager
Physical Activity Educator
Fiscal Analyst
Program Analyst
Communications Manager
Healthcare Liaison
Graphic Artist
Senior Program Analyst
Nutrition Educator
Asst Communications Mgr
Implementation Scientist
Legal Policy Analyst

Employee Name

Cooper, Kimberly
Dumke, Kelly
Dunning, Lauren
Estiandan, Jocelyn
Goren, Stacey
Jaramillo, Emma
Kintong, Jasmine
Lopez, Cynthia M.
Martinez, Corina
Montoya, Eric
Morales, Sabel
Noller, Ali
Torres, Jennifer
Truong, Amy
Walter, Lauren (Neel)
Williams, Vanessa
open
open
open